

Fall 2021 Entrepreneurship Contest

Evaluation rubric

Each of the following components will be scored on a scale from 1 to 10:

1 = Low; no clear evidence presented

5 = Medium; satisfactory evidence presented

10 = High; strong evidence presented

	Criteria	Score (1 – 10)
Problem statement & solution	Is there a clear explanation of the problem that the business is solving for customers and of the solution presented (i.e., <i>what</i> does the business do and <i>how</i> does it work)?	
Target customers and communication channels	Is there a clear understanding of what customer segments the business is serving and a plan for how to reach them?	
Differentiation	Is the business differentiated from the competition?	
Financial model	Is there a clear explanation for how the business will make money?	
Feasibility	How realistic is the business idea?	
Creativity & Positive Impact	- Is the business idea innovative, creative, or unique? - Does the business create any positive social or environmental impact?	

Total score: _____ /60